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**ABSTRACT**

The invention provides a display frame comprising a backing and a cooperating  
10 flexible screen that are securable between a pair of channeled rails provided at the  
upper and lower edges of the backing. The lower edge of the screen is releasably  
securable in the channel of the lower rail to enable a poster to be easily inserted and  
replaced by another poster while the display frame is assembled. The backing is  
preferably flexibly resilient and curved outwardly from its upper to its lower edge by  
15 tensioning means secured between the channeled rails. The channeled rails will  
preferably include biasing means to secure the backing within the channels of the  
rails and the flexible screen and/or a poster against the backing. Where the backing  
is resiliently flexible, the tensioning means will preferably be at least one flexible  
elongate element which is releasably securable between the channeled rails.

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